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Modified PTO/SB/08A (08-00)

Approved for use through 10/31/2002. OMH 051-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 3

Complete if Known

Reissue Application Number	09/577,798
Reissue Filing Date	May 24, 2000
First Named Inventor	Dwight Allen MERRIMAN
Group Art Unit	2166
Examiner Name	Harlie, J.
Attorney Docket Number	11032/2144

NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. 1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume number(s), publisher, city and/or country where published.
		*ONLINE MARKETING...; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585
		David Zinman; http://www.focalink.com/dzinman/bio.html ; SD005586
		*Seeing A Gap...; Ellis Booker; http://www.internetworld.com/print/1996/02/01/industry/ad-server.html ; February, 1996; SD005587
		*readme. 1st...; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589
		*Focalink Will Monitor...; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590
		*MEDIA DAILY SPECIAL...; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592
		*INTERNET ACCESS: MAJOR COMPANIES...; Edge; Work-Group Computing Report; February 12, 1996; SD005593-SD005594
		*INTERNET ACCESS: FIRST ADVERTISING...; Edge; Work-Group Computing Report; February 12, 1996; SD005595-SD005596
		*INTERNET ACCESS: MAJOR COMPANIES...; Edge; Work-Group Computing Report; February 12, 1996; SD005597-SD005598
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		*Web ad-management software...; John Evan Froom; InternetWeek; March 18, 1996; SD005605-SD005607
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		*Web Site Links...; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613
		*INTERACTIVE MEDIA & MARKETING...; Advertising Age; December 11, 1995; SD005614-SD005615

Examiner Signature	Date Considered
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Attorney Docket Number	11032/2144

Sheet 2 of 3

	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
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	"FOCALINK"; DC004278A	
	"FocalLink Services"; FocalLink Media Services, Inc.; DC004278B-DC004278C	
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
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	"Link Marketing"; LinkMarket; MA0002-MA0007	
	"LinkMarket"; David Zinman et al.; MA0008-MA0027	
	"Link Marketing, LLP"; MA0028-MA0029	
	"Link Marketing LLP"; MA0030-MA0038	
	"Escapes"; Web page; MA0039-MA0040	
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	"Executive Summary"; Focalink Communications Confidential; printed 7/30/97; MA0054-MA0109	

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U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. 1	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		5,027,400		Baji et al.	06-25-1991	
		5,283,731		Lafonde et al.	02-01-1994	
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Examiner Initials *	Cite No. 1	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ₂
		Office ³	Number ⁴	Kind Code ⁵ (if known)				
		EP	0 355 697	A3	Baji et al.	02-26-1990		
		EP	0 355 697	B1	Baji et al.	02-26-1990		
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		WO	84/01382 (EP) (0 120 054)	B1	Weishaupt et al.	10-03-1984		
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		WO	97/41673	A3	Gerace	11-06-1997		

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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST. 3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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		Cashing in: The rush is on to buy and sell on the Internet, Interactive Media & Marketing, Adv. Age, p.11, 12/19/1994.
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		Internet access: Internet marketing revolution.... EDGE Work-Group Computing Report, v7, n316, p2(1), 6/3/1996.
		"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising," EDGE, v11, p43(1), 16 December 1996.
		"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.
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		Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.
		"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.

Examiner Signature	/Ronald Laneau/	Date Considered	12/06/2012
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